RANCISCO

New steel and concrete structure. 250 rooms, 250 connecting bathrooms. Homelike comfort rather than unnecessarily expensive luxury. In center of theatre, cafe and retail districts. On car lines ransferring all over city. Care municipal carmeets trains and steamers. Hotel Stewart is recognized as Ha-walian Island treadquarters. Cable aldress "Trawets" A B O Code. J. H. Love, Hondulu Representative.

PLEASANTON HOTEL LUY.URIOUS AND CUMFORTABLE STRICTLY FIRST CLASS 00 ROOMS

Nearly 1000 feet elevation; near de ot; grand scenery; fine bass fishing particulars address & L KRUSS

HEINIE'S TAVERN Most Popular Beach Resort In the City. Rass that are Right American and European Plan. "On the Beach at Walkik!"

Laundry-Messenger Boy Phone 3461

SPRING MILLINERY

Confections of unusual beauty MISS POWER, Boston Bldg.

Silva's Toggery

THE STORE FOR GOOD

RE-TIRE AND SUPPLY CO. SATISFACTION Corner Neusnu and Paushi Sta.

Manufacturers Shoe Co. Ltd. Dealers in Shoes of Quality 1051 Fort St. Phone 1782

Do you appreciate quick and courteous services? Do you want Pure Ice? Then call OAHU LUE CO. Phone 1128

The best Paint is Prepared Paint, and The best Prepared Paint is LEWERS & COOKE, LTD.

NOTHING COUNTS LIKE SERVICE.—WE GIVE IT. KERSHNER VULGANIZING 1177 Alakes St. Phone 2494 Flak and Miller Tires

McInerny Park Elegant Lots CHAS. DESKY, Agent Merchant, near Fort

MILLINERY HONOLULU HAT CO. Hotel St., near Bethel

Canton Dry Goods Company

Hotel St. near Bethel St.

BERGSTROM



020 Fort St.





THE von HAMM-YOUNG CO. LTD., Honolulu. Agents

Phone 1498 FRANK W. HUSTACE Automobiles and Motorcycles Repaired 427 Queen St., near Judiciary Building.

BEEF SUPREME PARKER RANCH Metropolitan Meat Market Phone 3445

FOR ICE COLD DRINKS AND 14 PER CENT ICE CREAM TRY THE HAWAIIAN DRUG CO. Hotel and Bethel Streets

HONOLULU PHOTO SUPPLY CO.

KODAK HEADQUARTERS 1069 Fort Street

Fresh Flowers for all occasions

MRS. E. M. TAYLOR Opp. Young Cafe

HANAN'S BEST SHOES

M'INERNY SHOE STORE Fort above King St.

LORD-YOUNG Engineering Co., Ltd.
Engineers and Contractors
Pantheon Block, Honolulu, T. H.
Telephones 2810 and 5487.

Sconomize in everything-

Use White Wings At Your Grocer's.

M'CHESNEY COFFEE CO. COFFEE ROASTERS Dealers In Old Kona Coffse

Merchant St.

WIRE FENCE AND GATES The very best for every use.

J. C. AXTELL'S Alakea Street

CURIOS, JEWELRY AND NOVELTIES. HAWAIIAN JEWELRY & NOVELTY CO. King and Bethel Streets

COYNE FOR FURNITURE

We design and manufacture in our own shop jewelry to suit

Young Building

your taste. H. CULMAN CO., LTD. Fort and Hotel

CHOP SUI 93 North King Street (Between Maunakea and Smith. Call and see our brand new CHOP SUI House-Everything Nest and Clean,

Tables may be reserved by phone, No. 1713 IF YOU WISH TO ADVERTISE IN NEWSPAPERS

Anywhere at Any Time, Call on or

DR. SCHURMANN Beretania and Union Streets Phone 1733

CORPORATION NOTICES.

NOTICE TO BONDHOLDERS OF HONOLULU PLANTATION COM-PANY.

Notice is hereby given that, pursuant to the provisions of that certain mortgage dated the first day of May, A. D. 1908, which was executed by the Honolulu Plantation Company to the Mercantile Trust Company of San Francisco, as trustees, those certain One Hundred (100) of the bonds secured by said mortgage, and hereinafter designated by their numbers, were on the 3rd day of February, 1916, selected, drawn and designated for payment and redemption in the manner provided in said mortgage. Said bonds so selected, drawn and designated for payment will be paid at the office of the Company, at No. 503 Market Street, Room 201, Hooker & Lent Building, in the City and County of San Francisco, State of California, at the rate of One Thousand (1000) Dollars per bond and accrued interest on the first day of May, 1916. Such bonds shall be surrendered to the Company tion as provided in said mortgage, and interest thereon shall cease from said first day of May, 1916.

The following are the numbers of designated: Numbers 43, 48, 51, 76, 80, 93, 100, 108, 115, 122, 137, 147, 148, 149, 152, 155, 193, 194, 200, 206, 222 225, 227, 229, 234, 239, 242, 250, 260, 288, 300, 320, 321, 324, 333, 343, 362 404, 413, 417, 422, 438, 440, 473, 474, 521, 532, 552, 554, 558, 559, 562, 567, 576, 588, 590, 595, 599, 602, 608, 627, 635, 637, 645, 671, 700, 704, 706, 735, 756, 758, 807, 809, 813, 816, 828, 830, 832, 842, 847, 852, 868, 873, 880, 889, 903, 915, 917, 918, 923, 930, 933, 935, 936, 943, 959, 970, 971, 976, 989, Respectfully

President, Honolulu Plantation Co.. 503 Market Stree', 201 Hooker & Lent Building, San Francisco, California.

Dated Feb. 3, 1916. 6406-20t

NOTICE OF CALLING OF BONDS FOR PAYMENT

Waialua Agricultural Company, Ltd. Notice is hereby given that, pursuant to the terms of that certain mort gage or trust deed dated March 31 1906, recorded in the Hawaiian Reg-Company, Limited, to the Hawaiian Trust Company, Limited, as trustee, securing an issue of \$1,500,000 in bonds, the said Waialua Agricultural Company, Limited, has elected to pay the whole of the outstanding or unpaid portion of said bonds upon the 31st cay of March, 1916, and will redeem all of said outstanding bonds, with the interest thereon to said 31st day of March, 1916, by the payment thereof at said date at the office of the Hawalian Trust Company, Limited, in

And notice is further given that, if any bond so called for payment shall not be presented to the said trustee on or before the said 31st day of on or before the said 31st day of March, together with all coupons unmatured, said Waialua Agricultural Company, Limited, will then deposit with said trustee, to the credit of each of said bonds not so presented, designated by the number thereof, a sum of money in gold coin, as required in the said bond, equal to the amount required for the redemption of such bond, with the interest thereon to the date of redemption, which deposit, by the terms of said mortgage or trust deed, will be a full payment of the said bonds and coupons as between the company and the holder of such bonds and coupons, and thereafter the holder of any such bonds and coupons must look to the payment thereof, with accrued interest, only to the sum so deposited in the hands of the trustee, and the company shall in no wise be chargeable with interest upon said bonds or with any claim in reference thereto or for the coupcns aforesaid, said bonds ceasing to bear interest on and after said date of March 31, 1916. Dated, Honoluju, January 18, 1916.

CHAS, H. ATHERTON, Treasurer, Waiaina Agricultural Company, Limited. 6372-Jan. 15, 19, 22, 26, 29, Feb. 2, 5, 9, 12, 16, 19, 23, 26, Mar. 1, 4, 9, 11, 15, 18, 22 25 29.

BY AUTHORITY.

TERRITORY OF HAWAII.

OFFICE OF THE SECRETARY.

This is to certify that the attached is a true and correct copy of the decree of change of name of Bernie Malionskey to Bernie Malion, the or-

iginal of which is on file in the governor's office. In testimony whereof, the Secretary of Hawaii has hereunto subscribed his name and caused the Great Seal

of the Territory to be affixed. Done in Honolulu, this 25th day of January, A. D. 1916.

WADE WARREN THAYER.

In the matter of the petition of Bernie Malionskey for a change of

Decree of Change of Name. On consideration of the petition of Bernie Malionskey, of the City and County of Honolulu, Territory of Hawall, for a decree changing his name THE DAKE ADVERTISING AGENCY to Bernie Malion, and there appear-24 Sansome Street, San Francisco ing to be good reasons for granting

the said petition;
Now, therefore, by virtue of the authority in me by law vested and me MUSIC CO. | Osteopathy | hereto enabling, I, Lucius E. Pink-ham, governor of the Territory of Two large steamers have sailed 22. Hawaii, do hereby order and decree from Lcs Angeles harbor for the Ha- Philippines-U. that the name of Bernie Malionskey waitan islands this wek with full pas- March 14. be and hereby is changed to Bernie senger lists. The Great Northern left Australia-Niagara, March 22. Territory of Hawaii.

Dated at Honolulu this 25th day of January, A. D. 1916. (Sgd.) LUCIUS E. PINKHAM,

Home Course in Advertising



CHAPTER LXXXIII.

NEWSPAPER TIMELINESS AND CHECK-UP ABILITY

Another phase to the question of position of an ad in a newspaper has to do with the character of the ordinary matter alongside whic it is for payment, redemption and cancella- to be placed. A millinery announcement, for instance, would be most effective if on a society page. A haberdashery sale could best be advertised on the sporting page.

This kind of position also has to do with the question of timeliness. the bonds so selected, drawn and In the newspaper, it is possible not only to place your ad where the character of contiguous matter will help aid your message, but also you can make what you have to say correspond, to a day, with things that are

> Io the newspaper, the advertising writer can fit his ad to the occasion. He can clothe the ad that appears the day before the Fourth of July in Independence Day clothes and by the fact that it has the atmosphere of the Fourth of July, it is liked better and is more effective.

> Another big atvantage of the newspaper as a national medium is the fact that you can tell what the results are. The same virtue of the localization of your advertisement also makes it possible to find out whether or not what you are spending in a certain town is justified. Suppose you were using a thousand inches a year-in a certain paper as your advertising appropriation for that city. That would mean that you would be spending \$2000 there. You could tell from your books how much business you were getting out of that city. If it were not enough to justify the \$2000 expenditure, you would know that your advertising there was not (at the time being) successful. This might be on account of your choice of medium. It might be on account of your use of copy. It might be because you had the wrong local representation. Perhaps your advertising had not run long enough. It might be due to any one of a number of reasons.

If you were using general publications, and the proportion of your advertising expense for that city was \$2000, then you could not tell whether or not that certain part of your advertising was profitable. Sometimes, the same advertising in one locality will yield good profit and in istry of Deeds in Liber 279, page 109, times, the same advertising in one locality will yield good profit and in given by the Walalus Agricultural another locality will incur a loss. And so, the ability to check up each city in this way is about the biggest feature that the unit plan of advertising offers the men who seek a national market.

BUSINESS AND COMMERCE

In no city in the United States, with the exception of New York, is there a greater interest in angar stocks than in San Francisco. Ever since the late Claus Spreckels, pioneer sugar planter of San Francisco and Hawali, acquired interests in what were then the Sandwich Islands, a large proportion of San Francisco investors have put part of their funds into Hawalian sugar stocks. This interest has grown constantly larger with the waning of interest in mining and other early day formation concerning the outlook of interest in mining and other early day formation concerning the outlook of tions has aroused more interest in the Stock and Bond Exchange list of sugar shares than at any time in recent years, and San Francisco investors Starts East.

are rejoicing tariff amendment removing the one cent duty on imported sugar would be repealed at this session of Conlarge crop of Cuba will be easily absorbed by world trade and leave a smaller proportion of Cuban sugar to be absorbed in the United States trade, and whatever is imported must

still pay the one cent duty. Added to these favorable market conditions is the record of a big crop season of 1915 and the prospect of an even larger harvest in the islands this year .- S. F. Bulletin.

Hawaiian Affairs Booming. There is a big Hawaiian contingent in California. Many of the piantation owners and managers live here or sojourn here at certain seasons. The big interests are largely controlled here. San Francisco commerce feels the influence very markedly of the improved conditions in sugar, just as it felt the adverse effects of Democratic ascendancy three years ago and the promulgation of the Democratic tariff, which abolished the duty on sugar after a time limit. The limit is not up, and the prospects are that before it is up the free augar clause will be repealed. The deficiency in the customs receipts, for one thing. and the very insistent announcement and understanding of the Republican plan to make the tariff one of the main issues, serve to encourage those interested in Hawaiian sugar that the tariff will remain, and island affairs are booming. Sugar stocks are almost at high-water mark, and still ascending. On Tuesday raw sugar sold in New York at \$5.05, the highest price of the season.-Oakland Tribune.

Malion, and that a copy of this de Thursday with more than 400 aboard. Vancouver-Makura, March 31 . cree be published for at least four They will reach Honolulu in time for consecutive weeks in the Honolulu a big midocean carnival. It only Star-Bulletin, a newspaper published takes about two weeks to make this in the City and County of Honolulu, bright excursion, allowing for three Logan, at Manila. full days upon those enchanting is- Thomas, at Manila. lands at the heart of the Pacific. The Sherman, due March 14 from San time is near at hand when this pleas- Francisco. ant outing will be regarded as a com- Sheridan, sailed March 7 for Governor of Hawaii. mon experience, as ordinary and as Francisco. 6394-Feb. 10, 17, 24, Mar. 2, 9. convenient, perhaps, as a week at Dix, sailed March 4 for Seattle.

S. F. Investors Rejoiging
In Sugar Shares' Advance.

In no city in the United States, with

enterprises of the state. The recent | the industry for the coming season. phenomenal advances in the price of St. Goar is a recognized authority in raw and refined sugar and the pros- his specialty. His absence from the pect of a still further rise in quota- exchange will leave a noticeable gap. -S. F. Examiner, Feb. 22.

Million-Dollar Sugar Shipment

The first instalment of the 300,000-With the practical assurance that ton sugar shipment from Hawaii starts across the country today, destined for Philadelphia, in 212 freight cars. This shipment came on the gress, Hawaiian sugar shares have steamer Ohioan and weighed 8500 steadily advanced. The latest esti-mates of the European sugar crop, at the Santa Fe pier in 25 working showing that war has curtailed the hours. The cars were loaded to cacrop by at least 20 per cent, assures pacity and went out in five trains. the Hawaiian planters that the extra The shipment is valued at \$1,000,000. -San Francisco Chronicle.

MOVEMENTS OF MAIL STEAMERS

VESSELS TO ARRIVE

Friday, March 10. (No ships scheduled.) Saturday, March 11. Hilo-Mauna Kea, I.-I. str. Kauai-Likelike, I.-I. str. Sunday, Mrach 12. Molokai, Lanai-Mikahala, I.-I. str. Maui-Claudine, I.-I. str. Kauai-Maui, Kinau, I.-I. strs.

VESSELS TO DEPART

Friday, March 10. Maui-Claudine, I.1. str. Saturday, March 11. Hilo-Maura Kea, I.-I. str. Sunday, March 12. (No ships scheduled.)

MAILS

Mails are due from the following points as follows: San Francisco-Great Northern, March

China, Japan and Philippines-Tenyo VIRGINS WHO PLANTED Maru, March 13. Australia-Sierra, March 21. Vancouver-Niagara, March 22. Mail will depart for the following points as follows: San Francisco-Tenyo Maru, March

Japan and China-Persia Maru, March

TRANSPORT SERVICE

OCEANIC STEAMSHIP CO.

51/2 DAYS TO SAN FRANCISCO.

FOR SYDNEY: FOR SAN FRANCISCO: Sierra Apr. 17 VenturaApril 11 Sonoma May 2

C. BREWER & CO., LTD. - - - General Agents

Matson Navigation Company

Direct Service Between San Francisco and Honolulu FOR SAN FRANCISCO: FROM SAN FRANCISCO: S. S. Wilhelmin-..... Mar. 14 S. S. Lurline Mar. 14 S. S. Wilhelmina..... Mar. 22 S. S. Manoa......Mar. 21 S. S. Matsonia.....Mar 28 S. S. LurlineApr. 4 S. S. Matsonia..... Apr. 5 S. S. Hilonian, Seattle for Honolulu direct, March 18, 1916.

CASTLE & COOKE, LIMITED, Agents, Honolulu

TOYO KISEN KAISHA

Steamers of the above company will call at and leave Honolulu en

or about the dates mentioned below: FOR THE ORIENT: 8. S. Chiyo Maru Mar. 10 8. S. Nippin Maru....April 15 S. S. Shinoy Maru....April 28 Chiyo MaruMay 2

FOR SAN FRANCISCO: 8. 8. Nippon Maru..... Mar. 22 8. S. Shinyo MaruApril 4 S. S. Perela Maru.....April 19

CASTLE & COOKE, LIMITED, Agents, Honolulu

AMERICAN-HAWAHAN S. S. CO. THE PANAMA GANAL LINE From SEATTLE and TACOMA, S. S. GEORGIAN, to sail on or about April 11th. From Portland, Ore., to Honolulu, S. S. Georgian, to sail about

April 5 (via Seattle). For particulars as to rates, etc., apply to C. P. MORSE. H. HACKFELD & CO., LTD.

CANADIAN-AUSTRALIAN ROYAL MAIL LINE For Suva, Auckland and Sydney For Victoria and Voncouver: Makura Mar. 31

THEO. H. DAVIES & CO., LTD., GENERAL AGENTS



The Floating Palace of the Pacific S. S. "GREAT NORTHER!

Fastest and Most Luxurious Ship in Pa-Sallings for San Francisco March 16 41/2-DAY SERVICE.

For Reservations, Descriptive Literature, FRED L. WALDRON, LTD,

POSTOFFICE TIME-TABLE FOR MONTHS

Following is the postoffice timetable for March. It is subject to change if sudden arrangements are made for unexpected mail service: UNITED STATES MAIL STEAMERS

Steamers to arrive from-14-WilhelminaSan Francisco 14-U.S. A. T. Sherman San Francisco 20-ChinaSan Francisco 21-SierraSydney 21-Manoa San Francisco 21-Nippon Maru Hongkong 22-Persia MaruSan Francisco 27-SonomaSan Francisco 28-MatsoniaSan Francisco

31-MakuraSydney 31-Great Northern ...San Francisco Steamers to depart for-

Mar. 14—Tenyo MaruSan Francisco 14-LurlineSan Francisco 15-U. S. A. T. Sherman Manila 16-Great Northern ... San Francisco 20-China Hongkong 21-SierraSan Francisco 22-WilhelminaSan Francisco 22-Nippon Maru San Francisco 22-NiagaraSydney 24-Panama MaruSan Francisco 27-SonomaSan Francisco 31-MakuraVancouver

SACRED RICE SOUGHT EAGERLY FOR BRIDES *5:21 p. m.

[By Associated Press] TOKIO, Japan.-The Japanese vir gins who planted the sacred rice used during the recent coronation of Em- Leilehua-9:15 a. m., †1:55 p. m., peror Yoshihito have received count- *4:01 p. m., *7:10 p. m. S. A. T. Sherman, less offers of marriage from all parts of the empire and the young men who, train (only first-class tickets honored), tended the sacred rice have been in- leaves Honolulu every Sunday at 8:36 vited by prominent families to become vited by prominent families to become a m. for Haleiwa Hotel; returning aradopted sons. Participation in the rives in Honolulu at 10:10 p. m. The holy rites of the coronation is sup- Limited stops only at Pearl City and posed to be accompanied by many blessings and the young women and men who had to do with the sacred rice are very greatly respected. Many G. P. DENISON, of the girls have already been wedded.

> STAR-BULLETIN GIVES YOU TODAY'S NEWS TODAY.

JAMES NOTT, JR.

DO IT ELECTRICALLY

Hawaiian Electric Co.



FREIGHT TICKETS Also reservations any point on the See WELLS-FAR-GO & CO., 72 8. King St. Tel. 1515

74 8, Beretania

OAHU RAILWAY TIME TABLE

OUTWARD.

For Waianae, Waialua, Kahuku and way stations-*9:15 a. m., *3:20 p. m. For Pearl City, Ewa Mill and way stations-+7:30 a. m., *9:15 a. m., *11:30 a. m., *2:15 p. m., *3:20 p. m., 5:15 p. m., 19:30 p. m., +11:15 p. m. For Wahiawa and Leilehua-*10:20 a m., †2:40 p. m., *5:00 p. m., *11:00

INWARD.

Arrive Honolulu from Kahuku, Waialua and Waianae-8:36 a. m., Arrive Honolulu from Ewa Mill and

Pearl City-†7:45 a. m., *8:36 a. m., *11:02 a. m., *1:40 p. m., *4:26 p. m., *5:31 p. m., *7:30 p. m. Arrive Honolulu from Wahiawa and The Haleiwa Limited, a two-hour

Waianae. *Daily. †Except Sunday. ‡Sunday only.

F. C. SMITH, G. P. A. Superintendent. STAR-BULLETIN GIVES YOU

TODAY'S NEWS TODAY.